

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62113  
"Four of the Finest" New Spencers for 1914.



*An Average Spray of KING WHITE,—Reproduced from a Fordhook Photograph.*

**W. ATLEE BURPEE & CO., PHILADELPHIA, U. S. A.**

Cable Address: BURPEE, Philadelphia.

## Sweet Pea,—“King White.”

It is, perhaps, early days to say much about new Sweet Peas, but if some of the 1914 novelties only come as good in the open air as they are doing under glass, then there are a few good things in store, and perhaps the one that will catch everybody all around will be KING WHITE. In my humble judgment IT WILL PUT “PAID” TO THE ACCOUNT OF ALL OTHER WHITE VARIETIES. I have seen it now on two occasions, and without going into any detailed description as to its size, shape, position on stem, elegance, etc., it is one of, if not the Sweet Pea to watch during the next two months. True, its name sounds a bit awkward, backwards, as it were; yet I do not doubt for a moment the introducers know, much better than I do, how to put a name down in a catchy style, but most folks would have written White King.—J. B. R., in THE NURSERYMAN AND SEEDSMAN, London, June 7, 1913.

**King White** will probably reign for long.—From THE GARDEN, London, May 24, 1913, in editorial report of the Chelsea Flower Show.

**King White** is well and truly named! This certainly is the “King” of all White Sweet Peas. In strength of vine, size of flower, frilled form and finish no other White Sweet Pea can compare with it. The texture, too, of the flower is greater than that of any other white.—Thus wrote the well-known specialist, MR. HUGH DICKSON, Newtownards, County Down, Ireland, May 28, 1913.

**King White.** In my opinion this is the greatest improvement in whites since the introduction of Dorothy Eckford. Like Floradale Fairy, it carries perfect Spencer form, blooms placed to perfection on the stem. It is easily the whitest white and lacks the green found in White Spencer and Etta Dyke. The principal feature, however, is the wonderful substance.—Thus wrote MR. FRANK G. CUTHBERTSON, June 17, 1912,—when visiting our Sweet Pea Ranch at Lompoc, California,—in company with Messrs. Morse and Dickson.

SAN FRANCISCO, CAL., June 17, 1913.

W. ATLEE BURPEE & CO.,  
PHILADELPHIA, PA.

Use Cuthbertson's descriptions and double enthusiasm. I regard KING WHITE best sweet pea novelty of recent times. The white is pure and opaque; stems long, bearing almost uniformly fours; immense petals of finest frilled type. Our trial sample under poorest possible conditions produced large blossoms.

ILLUMINATOR, a new shade salmon-rose, will be permanent acquisition; is good thing and popular florists' shade.

WEDGWOOD a fine improved Zephyr; good size; holds color well and is considerably larger and finer than Flora Norton Spencer, which is still one of the most popular Spencers. Will want King White and Illuminator ourselves.

LESTER L. MORSE.

FLORADALE FARM, LOMPOC, CAL., June 18, 1913.

W. ATLEE BURPEE,  
FORDHOOK FARMS,  
DOYLESTOWN, PA.

KING WHITE is not only the best white Sweet Pea in existence but it is a leader among all Sweet Peas; its purity, large size, wavy standard and coming generally four flowers on a stem, placed just right, appeal to every one, whether amateur or professional, who have had the good fortune to see it growing at Floradale both in 1912 and 1913. Its future is undoubtedly assured not only for cut-flowers, but for general planting whenever and wherever white flowers are appreciated.

WEDGWOOD is the very best among the blues; flowers are large and expanded more freely than other blues. WEDGWOOD will surely be awarded first place in its color class, as it will appeal to all lovers of flowers and especially to florists.

ILLUMINATOR; in summer of 1912 an enthusiastic Sweet Pea expert unhesitatingly pronounced this the very best sweet pea he had ever seen, to which we cheerfully subscribed. In form it is all that could be desired, and in color it is several shades brighter than *Edith Taylor*,—a brilliant rose illuminated with orange-salmon. This is sure to find its way to the forefront among sweet peas and will remain there for some time to come.

EDWIN LONSDALE.



## New Sweet Pea,—King White.

A "perfect" white Spencer Sweet Pea has long been the desire of all growers and we can truthfully say "here it is," KING WHITE being immeasurably superior in form, size and substance to all others of this color. Whereas the petals of other white Spencers are thin and the standards generally inclined to reflex, KING WHITE has substance to spare, while the standards are of *immense size*, bold expanded form, yet *exquisitely waved*. It is an extremely vigorous grower, floriferous to a degree, and gives a large proportion of four-flowered sprays. W. P. Wright, in his Sweet Pea Note Book for 1913, says of KING WHITE: "At Sutton Green it was gigantic. It gives fours and is a great acquisition." It received an Award of Merit from the National Sweet Pea Society of England, July, 1912.

**King White** was awarded Certificate of Merit by The Pennsylvania Horticultural Society at the Sweet Pea Show in Philadelphia, June 26, 1913, and also by The Royal Horticultural Society of England, July, 1913.

In sealed packets containing fifteen seeds each: **Per pkt. 15 cts.; \$1.00 per dozen pkts.; \$7.00 per 100 pkts.** In lots of 500 pkts. or more, **\$6.25 per 100 pkts.** (Cable word, REX.)

In sealed packets containing thirty seeds each: **Per pkt. 25 cts.; \$2.00 per dozen pkts.; \$13.75 per 100 pkts.** In lots of 500 pkts. or more, **\$12.50 per 100 pkts.** (Cable word, KING.)

### King White and Wedgwood

are introduced jointly by

**ALEX. DICKSON & SONS, Ltd.,**  
Hawmark, Belfast.

**W. ATLEE BURPEE & CO., PHILADELPHIA.**



A Flower, Natural Size, of  
 "WEDGWOOD,"  
 from Photograph taken  
 June, 1913, at  
 FORDHOOK FARMS.

## New Sweet Pea,—“Wedgwood.” The Best Blue Spencer.

See *Spray Painted from Nature at Fordhook on Page 110 of The Burpee Annual for 1914.*

It may help to give “a mental picture” of this charming novelty to say that, until definitely named now, it has been known in our California “workshop” as *Improved Zephyr*, or *Improved Flora Norton Spencer*. As Mr. Frank Cuthbertson says, however, it “is more than the title implies, as the size is greater, the color better and the form way ahead of all other Spencer Blues.”

**Wedgwood** is appropriately named, as its color throughout is a unique shade of Wedgwood blue,—a color so popular in China and destined now to become almost equally famous in this distinct New Sweet Pea.

**Wedgwood** is a true self, being a most beautiful Wedgwood blue throughout the entire flower. It is entirely free from the harsh purple shading found in *Flora Norton Spencer* and others of that type; at the same time the flower of WEDGWOOD is much larger than *Flora Norton Spencer*, *Princess Mary*, *Southcote Blue*, *Kathleen McGowan* or *Zephyr*.

**Wedgwood** produces profusely flowers of good size (but not so gigantic as *King White*), borne almost uniformly in four-flowered sprays, well placed upon long stout stems. Of finest Spencer form, the standard and wings are well waved. It is a color that has been long wanted and for which we anticipate an eager demand. Like most true Spencers, while blooming most abundantly, many of the flowers drop without setting any seed-pods. Consequently the “Seed in Sight” will hardly be sufficient to meet the expected demand.

WEDGWOOD was awarded Certificate of Merit by The Pennsylvania Horticultural Society at The Sweet Pea Show, Philadelphia, June 26, 1913.

In sealed packets containing twelve seeds each: **Per pkt. 15 cts.; \$1.00 per dozen pkts.; \$7.00 per 100 pkts.** In lots of 500 pkts. or more, **\$6.25 per 100 pkts.** (Cable word, CHINA.)

In sealed packets containing twenty-five seeds each: **Per pkt. 25 cts.; \$2.00 per dozen pkts.; \$13.75 per 100 pkts.** In lots of 500 pkts. or more, **\$12.50 per 100 pkts.** (Cable word, WEDGWOOD.)



A Flower of  
ILLUMINATOR,—  
Natural Size, as grown  
at our  
FORDHOOK FARMS.

## New Sweet Pea,—Illuminator.

The Most Glorious Sweet Pea I have ever seen.—Thus wrote a well-known "Anglo-American" expert, whose notes, made at FLORADALE FARM, our California "Home of Sweet Peas," were printed in our advance summer circular.

**Illuminator** is so unique that it is almost impossible to find words to properly describe its rare beauty. After several days at Fordhook, the artist, Mr. Gauger, has caught a fair idea of its illusive charm, and if properly lithographed we hope to show on the colored plate a reasonably true life-like presentation of its daylight colors, but must leave to the imagination the glorious effect of a bunch under artificial light for table decoration.

With a vase of these surpassingly superb flowers on the desk as we write, and after looking up both our Floradale and Fordhook notes, the writer has decided that he cannot improve upon the description of his friend, Mr. HUGH DICKSON, of Belfast, Ireland, who, besides spending weeks at Fordhook and Floradale during May and June, 1912, also had ILLUMINATOR on trial at his home grounds, Newtownards. Mr. Dickson's description is reprinted *verbatim* in the first paragraph below.

**Illuminator.** The most charming color or, rather, combination of colors yet seen in Sweet Peas, and very difficult to describe. The name conveys in part one of the charms of this beautiful variety, as the warm salmon-orange ground color of the flower scintillates through the rich bright cerise-pink and illuminates the flower delightfully. It is several shades richer and deeper in color than the beautiful *Edith Taylor*, which variety it excels in texture and size of flower as well as in color.

**Illuminator** is of strong vigorous growth and blooms most profusely. "The flowers, well placed upon long, stout stems, are uniformly of great substance, the standard being bold, expanded and attractively waved. A glowing orange-scarlet,"—is the nearest approach we can make to its unusually attractive appearance under artificial light. Awarded Certificate of Merit by The Pennsylvania Horticultural Society, Philadelphia, June 26, 1913.

**Illuminator** is of such a distinct and telling new color that it is sure to be eagerly sought for by Sweet Pea lovers throughout the world, and our one regret is that the supply of seed is so limited that we fear we shall have to report "sold out" long before the spring planting season arrives. It is only fair to state frankly that we shall try to retain sufficient seed for our own retail trade; therefore, other houses who desire to catalog ILLUMINATOR should order early.

In sealed packets containing twelve seeds each: Per pkt. 15 cts.; \$1.00 per dozen pkts.; \$7.00 per 100 pkts. In lots of 500 pkts. or more, \$6.25 per 100 pkts. (Cable word, SHINING.)

In sealed packets containing twenty-five seeds each: Per pkt. 25 cts.; \$2.00 per dozen pkts.; \$13.75 per 100 pkts. In lots of 500 pkts. or more, \$12.50 per 100 pkts. (Cable word, ILLUMINATOR.)



EMPRESS EUGENIE,—from a *Photograph taken at FORDHOOK FARMS.*

## New Sweet Pea,—Empress Eugenie.

This beautiful novelty was awarded a Certificate of Merit by the American Sweet Pea Society, June 29, 1911, but owing to its shy seeding character we have not been able to introduce it until this season. The color is a delicate tone of light gray, flaked with light lavender. A vase or bunch of EMPRESS EUGENIE gives a most charming effect. The flowers are of large size, beautifully waved and crimped. A vigorous grower and very free bloomer, throwing a large proportion of four-flowered sprays.

In sealed packets containing fifteen seeds each: **Per pkt. 15 cts.; \$1.00 per dozen pkts.; \$7.00 per 100 pkts.** In lots of 500 pkts. or more, \$6.25 per 100 pkts. (Cable word, EMPRESS.)

In sealed packets containing thirty seeds each: **Per pkt. 25 cts.; \$2.00 per dozen pkts.; \$13.75 per 100 pkts.** In lots of 500 pkts. or more, \$12.50 per 100 pkts. (Cable word, EUGENIE.)



# Three New Spencer Sweet Peas.

Introduced by us in 1913 and now first offered at Wholesale.

Seed exclusively of our own Growing at  
Floradale Farm,—The Home of Sweet Peas.

**Charm.** As the name implies, this novelty is indeed a "charming" variety of delicate and exquisite color, such as we have every confidence in introducing to our friends. It was awarded a Certificate of Merit by the American Sweet Pea Society in 1911, under the name of "*Fordhook Fairy*," but to avoid confusing with our unique Primrose novelty for 1915, "*Floradale Fairy*,"—we have changed the name to "CHARM." The flowers are of fair size and most of the strong stiff stems bear four flowers each. Of the finest Spencer type, they are throughout a glistening pure snow-white, suffused equally through standard and wings with delicate flesh or blush-pink. It comes very true and is a most beautiful variety for bunching.

WHOLESALE: Per oz. 50 cts.; per lb. \$5.00.

**Decorator.** This distinct novelty may be described briefly as an ennobled "*Rose du Barri*" greatly increased in size and brought to true Spencer type. Of vigorous growth the vines flower profusely, bearing on long stems three and frequently four very large and beautifully waved flowers. No variety has been more admired at FORDHOOK during the past season, and whether seen on the plant or used for house and table decorations (especially under artificial light) its merits are immediately recognized. The color is rich rose overlaid with terra-cotta, intensifying to deep bright orange at base of wings. Awarded Certificate of Merit by the National Sweet Pea Society of England and the Elberon Horticultural Society at Asbury Park, New Jersey, 1912.

WHOLESALE: Per oz. 50 cts.; per lb. \$5.00.

**Orchid.** This glorious new introduction we believe will prove to be the gem of the year. Never before have we seen a lavender with all the qualities of ORCHID; the flowers are softer in tone and more refined in contour. The color is rich deep lavender throughout, slightly suffused pink on both standard and wings. The flowers are practically of a self-color suggesting the rich tone found only in the *Cattleya* family of orchids. The flowers are of extra large size, always borne three and four (with plenty of fours) on long stiff stems. The plants are most vigorous in growth and profuse flowering. While so profuse flowering most of the flowers are dropped without producing any seed-pods, hence the seed is very scarce. ORCHID originated in Scotland with our friend, Mr. A. Malcolm, the noted hybridizer, from whom we bought the entire stock when visiting his wonderful "workshop" in August, 1911. Awarded Certificate of Merit by the Elberon Horticultural Society at Asbury Park, New Jersey, July 3, 1912. See illustration on next page.

WHOLESALE: Per oz. \$1.00; per lb. \$12.00.

---

## The Morse Novelty of 1913.

**Margaret Atlee.** This is undoubtedly one of the most beautiful varieties yet produced, and destined to be included in all "up-to-date" collections. The flowers are of largest size, exquisitely waved, and borne profusely in fours upon long, strong stems. The color is rich glowing pink on cream, suffused with salmon; there is a distinct blotch of primrose at the base of the standard, thus lightening up the flower most wonderfully. The color becomes slightly deeper towards the edge of the standard, while the wings are a pleasing shade of rosy-salmon. MARGARET ATLEE gives many duplex, or double, flowers and has been greatly admired both in America and England. We were awarded a Certificate of Merit for this lovely novelty by the American Sweet Pea Society, June 29, 1911,—although we are only now first able to offer the seed. It was introduced to a small extent last year, at retail only, by the originator, our friend MR. LESTER L. MORSE, of California. As another friend, MR. W. CUTHBERTSON, head of the great Scotch firm of DOBBIE & Co., remarked to the writer last summer in Edinburgh, "it will entirely replace *Constance Oliver*, popular as that beautiful variety is to-day." Only a few pounds to sell at wholesale.

WHOLESALE: Per oz. \$1.25; per lb. \$18.00.



*New Sweet Pea, "ORCHID,"—from Photograph taken at FORDHCOK.*

First Introduced (at Retail only) in 1913 by  
**W. ATLEE BURPEE & CO.,**  
**PHILADELPHIA.**